



Machine Vision Search Engine Ranking Positions (SERP) Q2/2026 Update

Table of Contents

Machine Vision Camera:	
Basler strengthens dominance while competition reshuffles.....	2
Machine Vision Lens:	
Machine Vision Direct claims leadership	3
Machine Vision Light:	
Intensifying battle at the top.....	5
Machine vision software:	
Another Strong Performance from Basler	6
CoaXPress frame grabber:	
Euresys challenged by Allied Vision!	7

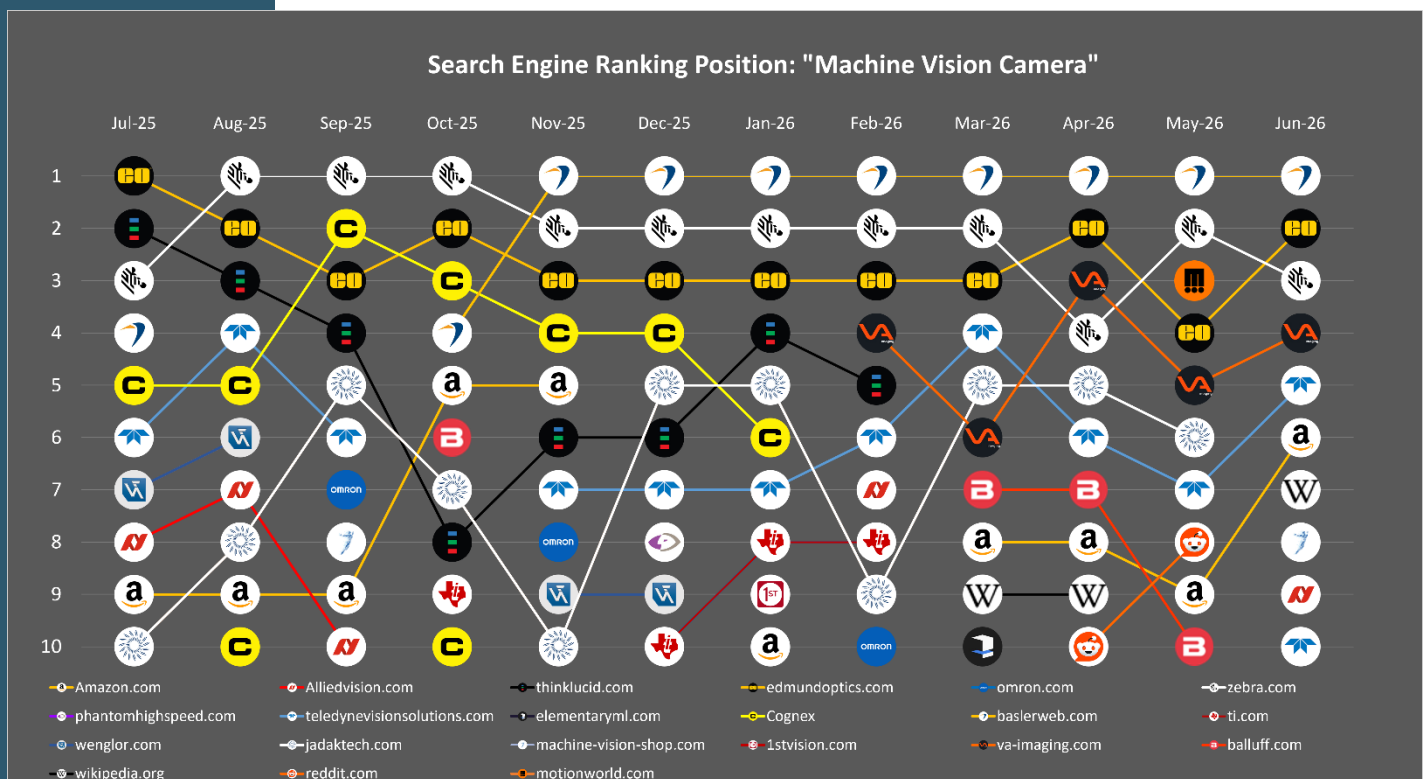
Machine Vision Camera: Basler strengthens dominance while competition reshuffles

After a relatively stable Q1, the rankings for machine vision cameras in Q2/2026 confirm a clear trend: **Basler** remains firmly in control of the #1 position. The domain held the top rank consistently throughout April, May, and June, reinforcing its leadership across the first half of 2026.

VA Imaging challenges market leaders

Behind Basler, the competitive landscape has intensified. **Edmund Optics** showed remarkable stability, consistently ranking between #2 and #4 and even reclaiming #2 in June.

At the same time, **Zebra** maintained a strong presence in the top 3-4 positions throughout the quarter, demonstrating continued SEO strength despite increasing competition.



[VA Imaging](#) confirmed its good performance of Q1, reaching position #3 in April and ending up on rank #4 in June. The Netherlands-based vendor consolidates its position as a serious challenger.

Allied Vision still struggling to come back to the top

Following the company's website relaunch in January, [alliedvision.com](#) had dropped out of the top 10. The domain had reappeared in February but could not maintain its comeback to the top 10 in the following months. This trend confirmed in Q2/2026. Allied Vision appeared again on rank #9 in June. But will it be for good this time?

Finally, this quarter's surprise is the appearance of a newcomer on rank #3 in May: [motionworld.com](#). The US-based distributor of automation components had never been seen in our charts and disappeared as quickly as it came. Our next SERP report update will confirm whether it was an accident or not.

Machine Vision Lens:

Machine Vision Direct claims leadership

The biggest headline in Q2/2026 is the confirmation of [machinevisiondirect.com](#) as the new benchmark for machine vision lens searches. After reaching #1 in March, the domain held the top 1 or 2 positions consistently throughout April, May, and June.

Edmund Optics under pressure

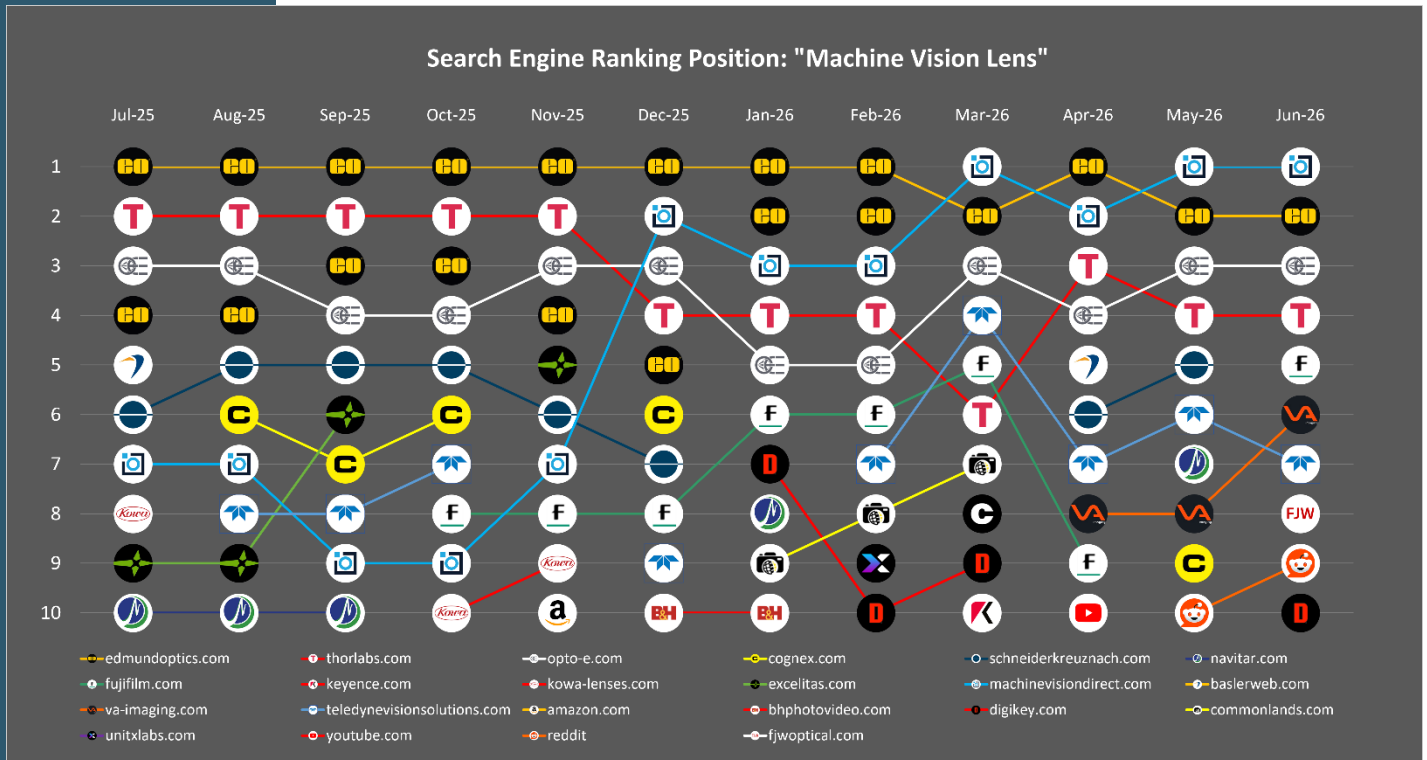
Long-time leader [Edmund Optics](#) remains a dominant player but has been unable to fully reclaim its leadership, alternating between #1 and #2 and finishing Q2 at #2.

Stable mid-field competition

The competition behind the top two shows relative stability:

- [Opto Engineering](#) consistently remained in the top 3-4 positions
- [Thorlabs](#) stabilized around #3-4 after its Q1 drop

- [Teledyne Vision Solutions](#) fluctuated but maintained a presence in the top 10.



Fujifilm struggles to maintain momentum, bypassed by VA Imaging

While [Fujifilm](#) had regained visibility in late 2025 and early 2026, its performance weakened in Q2, dropping toward the lower end of the top 10 and even disappearing in May and June.

On the contrary, [VA Imaging](#) entered the top 10 in April at rank #8 and progressed up to rank #6 across the quarter.

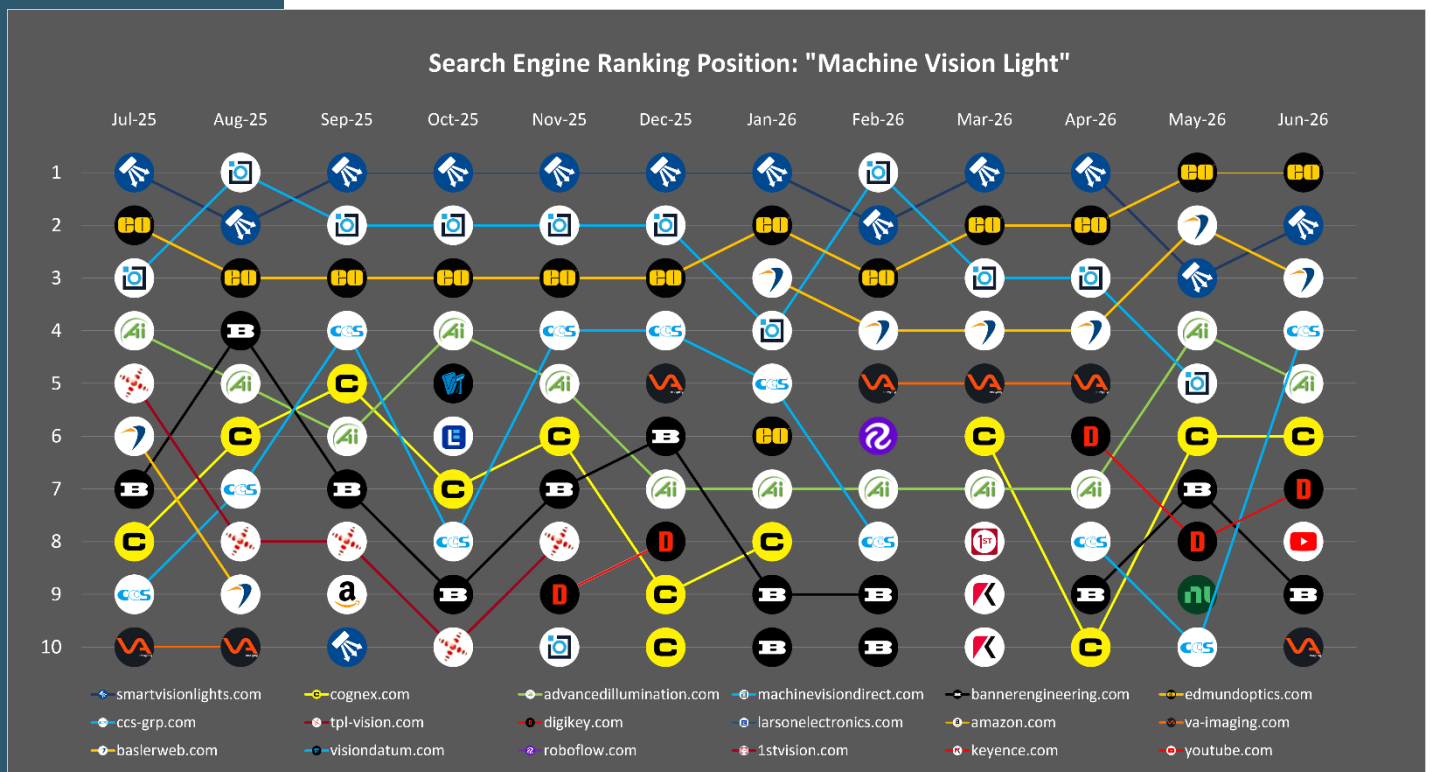
Another notable newcomer is [FJW Optical](#), ranking #8 in June. The domain had never been ranked in our top 10 SERPs. We will monitor next quarter if this is a one-time performance or the beginning of a trend.

[Digikey](#) had been in the chart every month in Q1/2026, but could not maintain this performance in Q2.

Machine Vision Light: Intensifying battle at the top

Last quarter, we saw [Smart Vision Lights](#)' long undisputed leadership challenged by [Edmund Optics](#) and [Machine Vision Direct](#).

In Q2/2026, [Basler](#) joined the competition, reaching ranks #2 and #3 in May and June despite lighting not being its core business. This reinforces the domain's growing SEO strength across multiple categories.



Advanced Illumination recovers, CCS this quarter's shooting star

[Advanced Illumination](#) had been losing ground since Q4/2025. But gained three positions in May, rising back to rank #4.

The most spectacular progression was achieved by [CCS](#), jumping from #10 in May to #4 in June.

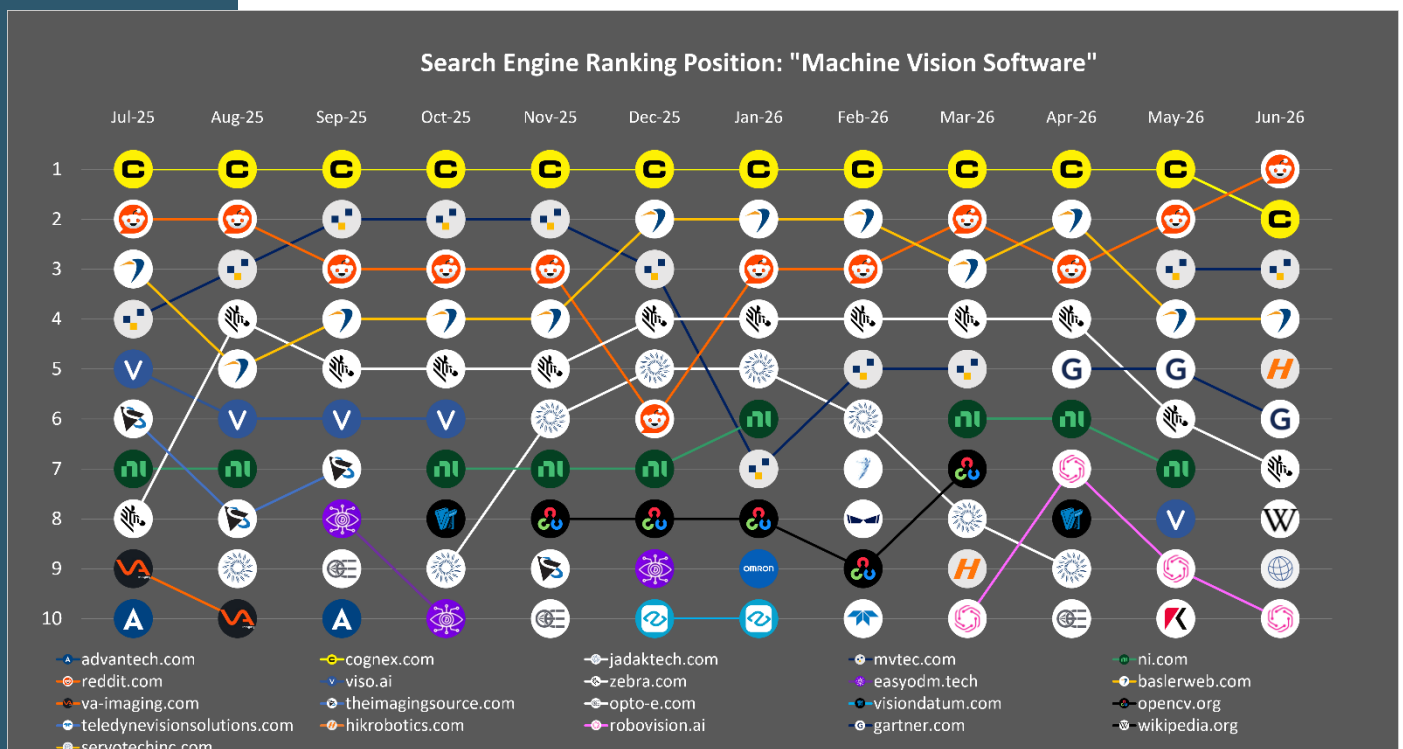
Machine vision software: MVTec is back

The software category in Q2/2026 remains largely defined by the dominance of [Cognex](#), which held the #1 position throughout nearly the entire quarter, only slipping slightly to #2 in June.

MVTec regains ground

After a notable drop in Q1, [MVTec](#) recovered slightly, returning to positions around #3 in May and June at the expense of [Baslerweb.com](#).

Zebra declined in Q2/2026, losing ground to two newcomer domains on this keyword: [gartner.com](#) appeared for the first time in our chart with an [analysis of machine vision software players](#). It is quite uncommon that companies not immediately related to the machine vision industry achieve such rankings on our keywords, but the market analytics firm certainly has a very high domain authority that boosted its ranking.



[Hikrobot](#) had appeared in the top 10 for the first time in March but could not confirm its ranking over Q2. The Chinese giant came back at position #5 in June.

Robovision.ai confirms Q1 performance

[Robovision.ai](#) did a better job at sustaining its position. The domain first appeared in the top 10 rankings in March and maintained its position every month since then.

[OpenCV.org](#) had shown a solid position since November but dropped off the top 10 in completely in Q2/2026.

CoaXPress frame grabber: Euresys challenged by Allied Vision!

In Q1/2026, we had already noted that [alliedvision.com](#) appeared in the rankings for CoaXPress frame grabber searches. The domain continued its progression in Q2, reaching #1 in June. [Euresys](#), the all-time leader on this keyword, dropped to rank #3.

We had anticipated this in our last report: Allied Vision and Euresys are sister companies within the TKH Group. In January, TKH Group rebranded all their vision companies under the Allied Vision name and relaunched the alliedvision.com website to cover the full vision portfolio, including Euresys. As a result, alliedvision.com now cannibalizes Euresys' traffic and domain authority.

Still high ranking fluctuations

Overall, search engine ranking positions remain quite chaotic on this keyword. [Active Silicon](#), for example, rose from rank #7 to #2, then fell back to rank #6. [Kaya Instruments](#) continued to lose ground in Q2 and even dropped off the top 10 in June.

Only [Basler](#), [Teledyne Vision Solutions](#), and [1st Vision](#) show stability in their SEO performance.



New players: Adimec, Edmund Optics and Luster Inc.

In the lower half of the chart, **Adimec** celebrated a comeback after almost a year of absence from the top 10, ranking #8 or #7 every month of Q2.

Edmund Optics, popped up at rank #7 in May. The domain is strong on other keywords but had never appeared on CoaXPress frame grabber searches.

One interesting newcomer is **Luster Inc.** The Chinese company that recently acquired JAI entered one of our top 10 SERP charts for the first time in June. It will be interesting to monitor if they can maintain their progression and appear in top rankings on other machine vision keywords.

Disclaimer:

The charts above show the organic search results for their respective keyword in Google.com in the US. They may not reflect results in other countries or Google's personalized search results based on individual user behavior. This reports only gives a general indication of the search engine power of websites and brands for a given keyword.

➔ Custom reports for other territories, languages or keywords are possible upon request. Please contact us for more details!

About Vision Markets:

Vision Markets is a marketing and management consulting firm fully dedicated to the global machine vision market. It is based in Germany and serves machine vision companies in over 15 countries. Our clients' businesses benefit from our in-depth knowledge of the supplier landscape, application markets, and imaging technologies in combination with state-of-the-art methodologies of marketing, sales, and corporate governance.

Contact the author:

Jean-Philippe Roman

Telephone DE: +49 170 796 4158

Email: contact@markets.vision

Visit www.markets.vision



Strategy



M&A



Recruitment



Marketing